

Re>invent Your Commute

We have the tools you need.



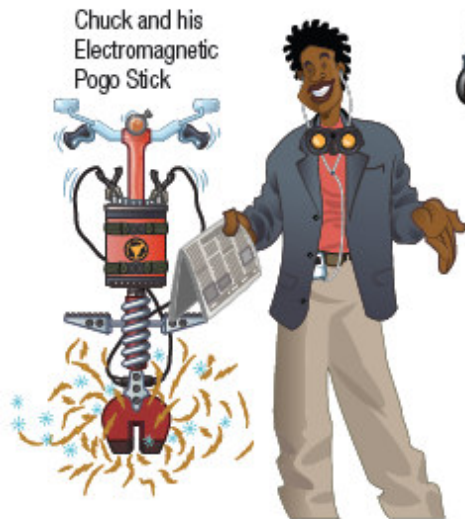
Paul and his Espresso
Powered Jet-Pack



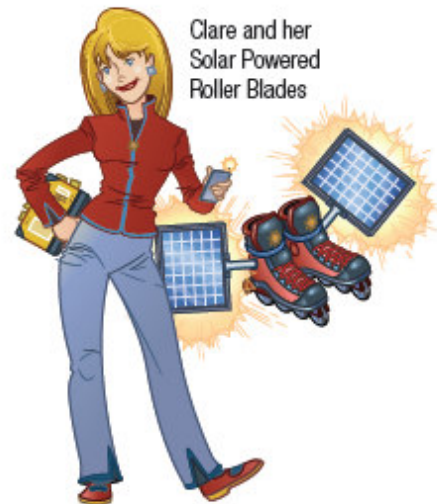
Alice and her
Green Wing Flyer



Cynthia and her
Biodiesel Scooter



Chuck and his
Electromagnetic
Pogo Stick



Clare and her
Solar Powered
Roller Blades

Reinvent Your Commute

Reinvent Your Commute” public education campaign

What is the “Reinvent Your Commute” campaign?

The Washington State Department of Transportation (WSDOT), the Washington State Transit Association (WSTA), businesses, and partners launched a new statewide “Reinvent Your Commute” public education campaign.

The campaign raises awareness about commute alternatives and changes the way people consider their commute. More and more drivers are turning to alternatives because of unpredictable gas prices, a desire for a healthier lifestyle, and an awareness of environmental concerns,. The “Reinvent Your Commute” campaign prompts drivers to think about their options and give them information and tools to act.

The public education campaign helps create a unified effort for promoting the use of smart commute options such as riding or driving with someone else, riding the train or bus, bicycling, walking, or working from home.

Campaign Dates

September 2008 – August 2009: The campaign was launched at the 2008 Governor’s Commute Smart Awards on September 10 with a proclamation from Governor Gregoire. The campaign advertising ran in the fall and may run again in early 2009, depending on available funds. The grassroots promotion of the campaign will run through summer 2009.

Communications Objectives

- Increase awareness and motivate trial and use of alternate commuting choices.
- Support employers and local jurisdictions who are working to reduce single-occupant vehicle commute trips and vehicle miles traveled.
- Enhance existing marketing and educational efforts
- Get positive media coverage
- Work with partners to communicate “umbrella” messages or themes tailored to specific markets and/or target audiences.

Who is the primary consumer we want to reach?

- Employees statewide--professional, skilled, labor, administrative

Reinvent Your Commute

Key messages

- Consider your commuting choices and try the best one for you.
- Commuters have a wide variety of choices, in addition to driving alone.
- Focus on immediate, personal benefits of alternative commuting choices:
 - Save money—choosing an alternative mode saves money by cutting costs for parking, gasoline and related automobile expenses such as maintenance.
 - Relieve stress—exploring transportation choices can help you avoid driving in traffic.
 - Help save the environment—choosing an alternative mode contributes to the preservation of our environment for future generations.
- Messages include action-oriented phrases such as Ride or drive with someone else, ride the bus, ride a bicycle, walk to work, work from home, and adjust your work schedule.
- Tools are available to help you: do it yourself guidebook, rideshareonline.com, WSDOT travel information.

Creative:

The creative “Reinvent Your Commute” design was sponsored by Pierce Transit. The transit agency hired Stan Shaw Illustration to develop bright, eye-catching images of five characters with crazy commuting inventions such as an espresso-powered jet pack or an electromagnetic pogo stick. The copy encourages people to visit the Web site: “You don’t need to reinvent your commute with crazy inventions; we have the tools for you at www.reinventyourcommute.com.”

WSDOT used the graphic images to create a Web site, print ads, an electronic billboard message, and online advertising banners.

Strategy/Tactics (Media)

- Paid media includes radio and newspaper advertising in all major markets.
- In-kind sponsors will help promote the campaign.
- Media and public relations efforts will extend and amplify the messages. Promotions will reinforce key messages to target audiences through news stories, promotional tie-ins, targeted email announcements, and public service announcements.
- WSDOT’s Web site will be clearing house of information resources for media, commuters, managers, and environmentalists on transportation choices. WSDOT traffic pages, reaching millions per day, includes a “Reinvent Your Commute” banner button linking people to Web pages with transportation choices by location.
- Employee Transportation Coordinators and sponsors will receive “Reinvent Your Commute” tool kits with a menu of tools to encourage employees to try alternatives.

Reinvent Your Commute

Budget:

WSDOT and campaign sponsors pooled funds for the five “Reinvent Your Commute” strategies. Approximately \$100,000 was raised for media purchases. In-kind sponsors are promoting the campaign to their employees and audiences.

Measurement & Analysis:

The call to action for the advertising is to visit www.reinventyourcommute.com and the success of the campaign will be measured on the number of page views. During the first month of the campaign, nearly 2,000 people visited the site.

How to use the campaign materials:

Employee transportation coordinators, transit systems, and campaign sponsors are encouraged to use the materials for promoting the campaign. Promotional materials are available on the reinvent your commute Web site under the “Resources” tab. Please print and display posters for employees or customers, publish links on your Web site, or use the artwork to create brochures, mailers, or email messages.

You may use the artwork to create your own custom materials to promote the campaign, but please follow these basic guidelines:

1. Use the characters with their inventions consistently matched as follows (do not mix and match characters and inventions):
 - a. Paul with his Espresso Powered Jet-Pack
 - b. Alice and her Green Wing Flyer
 - c. Cynthia and her Biodiesel Scooter
 - d. Chuck and his Electromagnetic Pogo Stick
 - e. Clare and her Solar Powered Roller Blades
2. Do not alter the characters or use them for non-reinvent your commute promotions.
3. Publish the www.reinventyourcommute.com Web site on your materials and use the tagline “We have the tools you need.”
4. Send WSDOT a copy of your promotions if possible so we can track the outreach.
5. Contact us if you have ideas on other materials that would help you promote the campaign so we may add it to our online resources.

Contacts:

Tonia Buell, WSDOT, buellt@wsdot.wa.gov (360) 705-7439, Campaign Lead
Erica Mulherin, WSDOT, mulhere@wsdot.wa.gov (360) 705-7733, Graphics/Web Support

Reinvent Your Commute

Here is some example text for email messages, posters, Web site stories, etc:

Green Wing Flyer*:

Flying is one way to get to work. There are easier ways...let transit whisk you down the road, float to work on the ferry, transport your thoughts through telecommuting, or dart to work on your bike. Need more ideas and information? Check out www.reinventyourcommute.com or ask your Employee Transportation Coordinator.

Espresso Jet Pack*:

An espresso jet pack may get you to work, but there are better ways to enjoy that morning coffee-blast. Let someone else do the driving while sipping that cup of brew...try carpooling, vanpooling, bus, ferry or rail. Need more ideas and information? Check out www.reinventyourcommute.com or ask your Employee Transportation Coordinator.

Solar Powered Roller Blades:

Solar powered rollers blades may be one way to get work and save money. We have other suggestions for keeping you and your pocketbook in great shape – try walking or bicycling to work. Not the athletic type? Relax, ride the bus or share a ride and skip the costs of parking and gas. Need more ideas and information? Check out www.reinventyourcommute.com or ask your Employee Transportation Coordinator.

Electromagnetic Pogo Stick:

You don't need an electromagnetic pogo stick – there are other ways to get a jump on your commute. Try hopping on a bus or a vanpool, leap on your bike and pedal to work, or jump onto your computer and work from home. Need more ideas and information? Check out www.reinventyourcommute.com or ask your Employee Transportation Coordinator.

Biodiesel Scooter*:

A biodiesel scooter isn't the only "green" commute choice. You can reduce your carbon footprint by riding to work on a ferry, bus, vanpool or carpool. Walking and bicycling also help clear the air, while creating a healthier you! Need more ideas and information? Check out www.reinventyourcommute.com or ask your Employee Transportation Coordinator.

* If ferry and rail services are not available in your area, please edit those references for a broader appeal.